



ART METAL

Lighting Creations

MAKE INTERIORS MORE APPEALING

FEATURING

Muralier
WITH
Color Control

Lighting Fixture and Electric Supply Co., Inc.

Nos. 307-311 Tchoupitoulas Street

New Orleans, La.

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THE ART METAL CO.
CLEVELAND, O.
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PROGRESSIVE LEADERSHIP

To create lighting equipment, attractive in appearance and correct in illumination, is an Art Metal ideal. A restless search for better design goes on continuously. Pioneering new paths, yet with an ear to the ground, being ever mindful of the need for "Better Light — Better Sight", The Art Metal Company's research and development departments present the most outstanding new ideas that have ever been conceived for lighting equipment. The result expressed in this new line of light sources, in keeping with the new Science of Seeing, is the triumph of an ideal. All the fixtures illustrated here incorporate distinctive design and effective decorative possibilities with correct illumination, featuring the new patented Muralier with Color Control . . . the most advanced decorative and effective lighting idea of the day. This booklet brings to you lighting equipment that has proved acceptance, performance and value . . . creations that are the personification of progressive leadership.

THE ART METAL COMPANY • CLEVELAND • OHIO



Muralier COMBINES THE LURE OF *Color Control* WITH EFFECTIVE WHITE ILLUMINATION

Muralier fixtures supply a projected light or illumination that is sparkling white plus the added feature of color control for decoration . . . changeable transmitted color that is confined within the area of the fixture. With Muralier it is no longer necessary to have always the same color effect in your fixture (when lighted) as when it was originally installed.

Muralier adds to good lighting the modern feature of harmonizing color no matter what the dominating color may be. This trans-

mitted color gives the illusion of rare translucent glass, increasing the charm of any interior. Muralier with its variable colors introduces a refreshing change in lighting. It creates a new atmosphere and enhances the decorative scheme.

Colors for every occasion . . . easily changeable . . . decorative possibilities that are unique and fascinating . . . all in step with today's mode without added cost. Use Muralier with color effects and acquire a new appreciation for lighting.

HOW MURALIER *Color Control* IS ACCOMPLISHED



Select the color filter you want . . . slip it into place . . . light Muralier and it is tinted on the surface of the fixture with the color you choose. Color filters are obtainable in Amber, Green, Red, Blue or a combination of these four colors into one chromatic filter.

MURALIER FIXTURES are fully protected by patents.

A TRIBUTE TO OUTSTANDING ACHIEVEMENT

"GORGEOUS! MURALIER PRODUCES COLOR INGENUOUSLY AND IN THE RIGHT PLACE. IT IS AN OUTSTANDINGLY NEW THING IN LIGHTING."

M. Luckiesh

International Expert on Lighting — Author of many books on Light and Color

**THIS IS ONE AND THE SAME MURALIER . . . CHANGEABLE
COLOR FILTERS PROVIDE *Color Control***



MURALIER STANDARD

No. 8018
Silvertint Finish

(Right) Muralier unlighted in one of the permanent finishes without Color Control.

With any one Muralier fixture and four color filters you can vary the tinting on the surface as shown above . . . giving you five color combinations.

THE IMPORTANCE OF COLOR CONTROL

Good lighting today demands more than indirect and semi-indirect light sources to ease the task of seeing . . . it needs color for decorative purposes . . . colors that can be changed at will. Add a touch of color to the surface of your lighting creation and you add life, sparkle and appeal . . . all assets in making interiors more pleasing. Muralier gives you this added appeal with its easily changeable color filters.

THE SIMPLICITY OF COLOR CONTROL

In less time than changing a bulb, any color desired for the surface of the fixture may be had by simply changing the glass color filter which is conveniently placed below the bulb inside the fixture. This filter converts a small per cent of the light into color which is transmitted to the outer surface of the fixture and confined thereto . . . the projected light or illumination being white.

Color Filters Available in **GREEN, AMBER, RED, BLUE**



No. M 8312—Ceiling Style

THE VALUE OF COLOR FOR DECORATION

Today we paint with light. With all the tints of the spectrum transmitted through living colors there is radiated cheer and inspiration. And it is an every-day practical art . . . that attracts and impresses . . . radiates new life and sparkle everywhere . . . induces comment and advertises the progressiveness of those who use it.

Muralier has brought to efficient lighting the animation of transmitted color, for this scientifically designed fixture accomplishes what has never been done before . . . perfect illumination with a beautifying touch of color . . . taking lighting out of the commonplace and blending it with the decorative scheme.



No. M 1756



No. 8028—Swivel Stem Pendant



No. M 8001

MURALIER WALL POCKETS

Muralier Wall Pockets are an entirely new type of sidewall lighting equipment. They attach flush against the wall and furnish attractive supplementary lighting matching the general lighting plan. All have color control.



No. M 1402

The MURALIER ROYAL

Superbly Regal with its Luminous Effect . . .

The Muralier Royal with its luminous bowl and full flowing design affords a lighting fixture that is indeed dignified and majestic in appearance. From a hidden source, color and light are transmitted to the surface of the fixture, giving an illusion of rare translucent glass, increasing the charm of any interior. The Muralier Royal, of course, supplies effective white illumination.



No. 1429

MURALIER STANDARD DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Ceiling Type Catalog No.	Length Overall	Diameter Bowl	Type Socket	Wattage
8012	8022	36"	M-8312	18"	13½"	Medium	100-150-200W
8015	8025	42"	M-8315	21½"	15"	Mogul	300W
8018	8028	42"	M-8318	24½"	18"	Mogul	300-500W
8024	8034	42"			24"	Mogul	750-1000W

MURALIER ROYAL DATA

1427	1427-S	36"	1427-C	16"	13½"	Medium	100-150-200W
1428	1428-S	42"	1428-C	18"	15"	Mogul	300W
1429	1429-S	42"	1429-C	21"	18"	Mogul	300-500W
1430	1430-S	42"			24"	Mogul	750-1000W

MURALIER WALL POCKET DATA

Catalog Number	Diameter	Extends	Length Overall	Type Socket	Wattage
M-1402	9"	4"	8¼"	Medium	60W with switch
M-8001	12"	5¾"	10"	Medium	75-100W with switch
M-1756	15½"	7¾"	16"	3-Medium	300W—no switch

Standard Finish for all above Catalog numbers: Silvertint.

Optional Finishes: Royal Bronze — Goldtint.

GLASS COLOR FILTER DATA

Muralier Bowl Diameter	Filter Diameter	Catalog No. Red Filter	Catalog No. Amber Filter	Catalog No. Green Filter	Catalog No. Blue Filter
12 and 13½"	5"	8508	8509	8510	8511
15" and 18"	6⅜"	8500	8501	8502	8503
24"	8¼"	8504	8505	8506	8507
Wall Pocket	5" x 2½"	8518	8519	8520	8521

Catalog No. 8517 — A combination filter in which is grouped segments of the four primary colors to give Muralier an alluring chromatic effect, is available for 15" and 18" Bowl Diameter Fixtures only.

Muralier Fixtures are Fully Protected by Patents.

See page 25 for Art Metal Denax Glass Reflector Equipment

The MURALIER STYLIST

Harmony in light, color and shadows INSTITUTING A NEW LIGHTING CREATION

From unseen sources . . . mellow, delicate pools of light, color and shadows unite in symphonic array on the surface of the fixture to set a styling entirely new in lighting.

Mystifying . . . Modern . . . Beautiful, the Muralier Stylist supplies efficient indirect illumination plus the utmost in smartness to enhance the decorative scheme.

Through the unique design of this fixture, an illusion of costlier lighting is created by the play of light, color and shadows on the fixture. The soft tones thus created express an everlasting spirit of newness and cheer. And with the Muralier color control feature, a refreshing change in color scheme may be had by simply inserting a glass filter of the color desired.



No. 5117 Lighted without Color Control



No. 5117 Lighted with Color Control

MURALIER STYLIST DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Ceiling Type Catalog No.	Length Overall	Diameter Bowl	Type Socket	Wattage
5014	5114	36"	5214	19"	14"	Medium	100-200W
5017	5117	40"	5217	21"	17"	Mogul	300-500W
5022	5122	40"	5222	26"	22"	Mogul	750-1000W

Finish: Silvertint.

GLASS COLOR FILTER DATA

Muralier Bowl Diameter	Filter Diameter	Catalog No. Red Filter	Catalog No. Amber Filter	Catalog No. Green Filter	Catalog No. Blue Filter	Catalog No. Chromatic Filter
14" and 17"	5"	8508	8509	8510	8511	
22"	6 3/4"	8500	8501	8502	8503	8517

The MURALIER FORMAL

Resplendent in Crystal Star Ornamentation and
CIRCULAR LINES IN LIGHT AND COLOR...



No. 1480 Unlighted



No. 1480 Lighted with Color Control

The Muralier Formal with its pleasing array of light, color and contrasts with crystal star ornamentation gives a new distinctive design that immediately suggests its use to create an atmosphere of smartness. It has that harmonious blending of dash and dignity so needed to lend

prestige to any decorative scheme. The Muralier Formal supplies effective white indirect illumination and with its luxurious appointments and the exclusive Muralier color control feature, there is created a light source of outstanding renown.

MURALIER FORMAL DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Diameter Bowl	Length Overall	Type Sockets	Maximum Wattage
1480	1480-S	15 $\frac{1}{4}$ "	36"	2—Medium	300W
1481	1481-S	20"	38"	2—Mogul	600W
1624	1624-S	24"	38"	2—Mogul	1000W

Finishes: Silvertint, Goldtint.

GLASS COLOR FILTER DATA

Muralier Bowl Diameter	Filter Diameter	Catalog No. Red Filter	Catalog No. Amber Filter	Catalog No. Green Filter	Catalog No. Blue Filter	Catalog No. Chromatic Filter
15 $\frac{1}{4}$ ", 20" and 24"	6 $\frac{3}{8}$ "	8500	8501	8502	8503	8517

The MURALIER IMPERIAL

Iridescent Rings of Light that Create an Alluring and Mystic Effect . . .

The Muralier Imperial with its unique shallow bowl design presents a light source that is new and alluring. Iridescent rings of light and color encircling the bottom surface of the fixture lend an enchanting charm to the smart simplicity of

this beautiful luminaire. This fixture embodies all the essentials of good lighting as well as the Muralier Color Control feature for changeable and unusual decorative effects. It is modern, dignified and unique.



No. 1477 Unlighted



No. 1477 Lighted with Color Control

MURALIER IMPERIAL DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Diameter Bowl	Length Overall	Type Sockets	Maximum Wattage
1477	1477-S	17"	36"	2—Medium	400W
1478	1478-S	20"	38"	2—Mogul	600W

Close Ceiling Type: May be had by merely eliminating the chain.
Finishes: Silvertint, Goldtint.

GLASS COLOR FILTER DATA

Muralier Bowl Diameter	Filter Diameter	Catalog No. Red Filter	Catalog No. Amber Filter	Catalog No. Green Filter	Catalog No. Blue Filter	Catalog No. Chromatic Filter
17" and 20"	6 $\frac{3}{8}$ "	8500	8501	8502	8503	8517

The MURALIER ENCORE

Exquisitely Designed with New Streamline Beauty

The alluring beauty and attractiveness of the Muralier Encore is at once apparent. It has a smartness of design in new streamline contour that makes it an outstanding light source in the famous Muralier line. Here is a lighting crea-

tion that is exquisitely beautiful whether lighted or unlighted, with or without the Muralier Color Control feature. The Muralier Encore truly exemplifies prestige, rich atmosphere and lighting comfort.



No. M 1411-2 Unlighted



No. M 1411 Lighted with Color Control

MURALIER ENCORE DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Diameter Bowl	Length Overall	Type Sockets	Maximum Wattage
M-1411	M-1412	15½"	36"	2—Medium	300W
M-1411-2	M-1412-2	20"	38"	2—Medium	400W

Close Ceiling Type: May be had by merely eliminating the chain.
Finishes: Silvertint, Goldtint.

GLASS COLOR FILTER DATA

Muralier Bowl Diameter	Filter Diameter	Catalog No. Red Filter	Catalog No. Amber Filter	Catalog No. Green Filter	Catalog No. Blue Filter	Catalog No. Chromatic Filter
15½" and 20"	6⅝"	8500	8501	8502	8503	8517

Luxuriously Styled for the Most Discriminating

THE MURALIER VANITY



No. M 1458

Exquisite in simplicity, the Muralier Vanity, with its attractive contour, lends a touch of tomorrow to the lighting of today. Its unusual design creates an array of light, color and contrasts that express a soft warmth of beauty.

THE MURALIER ZENITH



No. 1490-N

The smart design of the Muralier Zenith presents a dignified appearance that is decorative in character. When lighted, the bottom louvres glow like rings. This light source creates a most decorative illusion in light and color.

MURALIER VANITY DATA

Chain Pendant	Swivel Stem	Diameter	Length	Type	Maximum
Catalog No.	Catalog No.	Bowl	Overall	Sockets	Wattage
M-1458	M-1458-S	16"	36"	2—Medium	400W
M-1458-2	M-1458-2S	21½"	38"	2—Mogul	1000W

Close Ceiling Type: May be had by merely eliminating the chain.
Finishes: Silvertint, Goldtint.

GLASS COLOR FILTER DATA

Muralier Bowl	Filter	Catalog No.	Catalog No.	Catalog No.	Catalog No.	Catalog No.
Diameter	Diameter	Red Filter	Amber Filter	Green Filter	Blue Filter	Chromatic Filter
16" and 21½"	6⅜"	8500	8501	8502	8503	8517

MURALIER ZENITH DATA

1490-N	1490-SN	15½"	36"	Medium	200W
1491-N	1491-SN	20"	38"	Mogul	300-500W

Finish: Silvertint.

GLASS COLOR FILTER DATA

Muralier Bowl	Filter	Catalog No.	Catalog No.	Catalog No.	Catalog No.
Diameter	Diameter	Red Filter	Amber Filter	Green Filter	Blue Filter
15½" and 20"	5"	8508	8509	8510	8511

The DISTRIBUTOR

Streamlined for **WIDESPREAD LIGHT DISTRIBUTION**



No. 1733

The DISTRIBUTOR is a new step forward in indirect illumination. Possessing a graceful, streamlined contour, it yields an unusually high output of illumination and a widespread distribution.

It is adaptable to low ceiling mounting and the lighting of greater areas with a single light source. The DISTRIBUTOR blends harmoniously with any decorative or architectural scheme and is truly a light source of new, unusual merit . . . a valuable asset to any interior.

DISTRIBUTOR DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Ceiling Type Catalog No.	Length Overall	Diameter Bowl	Type Socket	Wattage
1733	1733S	42"	1733C	17 $\frac{1}{4}$ "	22"	Mogul	300-500
1761	1761S	42"	1761C	17 $\frac{1}{4}$ "	18"	Mogul	300
1762	1762S	42"	1762C	17"	18"	Medium	200

Standard Finish: Silvertint.



No. 7121

LOUVRELITE DATA

Chain Pendant Cat. No.	Swivel Stem Cat. No.	Diam.	No. of Louvres	Length Overall	Type Socket	Wattage
7014	7114	14"	3	36"	Medium	200W
7021	7121	20"	4	36"	Mogul	300-500W

Finish: Silvertint.



No. 1493C

CORNER POCKET

Corners can now become pleasantly and correctly illuminated with this modern light source. The glass bottom allows a soft glow of upward and downward light.

The LOUVRELITE

LUMINOUS LOUVRES CREATE A MOST UNIQUE EFFECT

The universal appeal of the Louvrelite design is primarily due to the novel combination of metal, light and finishing processes involved. Concealed light passages in the bottom openings deliver a reflected light to the etched aluminum faces of the louvres with an animating effect that gives the entire fixture a new and appealing decorative value. For better lighting in attractive form, Louvrelite meets all requirements with dignity and grace.



No. 1492

No. 1492A

INDIRECT WALL POCKET

Soft rings of light unite to produce an unusual decorative lighting effect in this smartly designed indirect louvre pocket.

WALL POCKET DATA

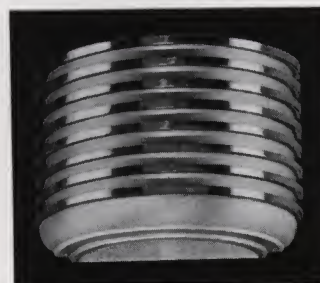
Cat. No.	Dia.	Extends	O. A.	Wattage
1492	7 3/4"	3 3/4"	7 1/4"	60W
1492A	9"	4 1/2"	8"	100W
1493	9 1/4"	4 5/8"	3 5/8"	60W
1493A	12"	6"	4"	100W
1493C	12"	4 1/2"	4"	100W
1757	9 1/4"	4 1/2"	7"	60W

Finishes: Silvertint—Goldtint.
Wired Complete with Switch.



No. 1493

No. 1493A



No. 1757

SEMI-INDIRECT WALL POCKETS

Extremely decorative in design these semi-indirect wall pockets have a glass bottom to allow a soft glow of upward and downward light.

The EMBASSY



No. 1433

The Embassy with its Opaque Bowl affords a totally indirect light source of graceful dignity. Its sweeping streamline design makes it an attractive creation.

The DIPLOMAT



No. 1483

The Diplomat supplies comfortable totally indirect illumination plus a noble beauty that makes this a distinctive lighting unit with popular appeal.

EMBASSY DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Ceiling Type Catalog No.	Length Overall	Diameter Bowl	Type Socket	Wattage
1431	1431-S	36"	1431-C	15"	13½"	Medium	100-150-200W
1432	1432-S	42"	1432-C	16½"	15"	Mogul	300W
1433	1433-S	42"	1433-C	17½"	18"	Mogul	300-500W
1434	1434-S	42"			24"	Mogul	750-1000W

Finish: Silvertint.

DIPLOMAT DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Diameter Bowl	Length Overall	Type Socket	Wattage
1482	1482-S	11½"	38"	Medium	200W
1483	1483-S	15"	38"	Mogul	300-500W
1484	1484-S	17½"	38"	Mogul	750-1000W

Finish: Silvertint.

Optional Finish: Royal Bronze.

See page 25 for Art Metal Denax Glass Reflector Equipment

The LOUVRLIER

Marvelous Overhead Light Distribution with Effective Direct Down Lighting



No. 1758

This outstanding lighting creation combines both direct and indirect features, giving wide overhead light distribution for general lighting plus down light for specific lighting. Its shallow bowl and four concentric tapered louvers at the bottom make it an attractive, efficient light source with a high degree of light output. Magnificent in its streamlined design and softly luminous bowl, the LOUVRLIER creates a completely new effect with its tapered louvers, ivory tinted for that added note of finesse . . . truly a light source to grace any interior.

LOUVRLIER DATA

No. 1758	Chain Pendant	22" Dia. — 36" O. A.	300-500W
No. 1758S	Swivel Stem Pendant	22" Dia. — 36" O. A.	300-500W
No. 1758C	Close Ceiling Type	22" Dia. — 19" O. A.	300-500W
Standard Finish: Silvertint.			

The PREMIER
*Intriguing with its Softly Luminous Bowl in
 Streamlined Contour*



No. 1759

An indirect lighting creation . . . expressing a new beauty in streamlined design . . . alluring in its bowl luminosity from an unseen light source. The PREMIER with its special shallow bowl design allows a wide distribution of light upward . . . good light . . . light that lets you see, in keeping with the new science of lighting. Styled for distinction . . . refined in appearance . . . effective for lighting, the PREMIER is a symbol of progress in fine lighting equipment.

PREMIER DATA

No. 1759
 No. 1759S
 No. 1759C

Chain Pendant
 Swivel Stem Pendant
 Close Ceiling Type

22" Dia. — 36" O. A.
 22" Dia. — 36" O. A.
 22" Dia. — 19" O. A.

300-500W
 300-500W
 300-500W

Standard Finish: Silvertint.

The AMOLIER
A New Departure in SEMI-INDIRECT ILLUMINATION
FEATURING A Totally Enclosed Glass Globe . . .



No. 6250

For Decorated Glass add J-317 to Catalog No.

Amolier is an all-purpose unit with a blending of smooth flowing beauty and dignity. It introduces a new principle in lighting embodied in a totally enclosed dual-density Galax glass globe. This globe with low visible surface brightness affords maximum upward reflection of diffused light over a wide area and supports the deflector which screens the light source. The surface of the fixture is lighted with a pleasing soft luminous effect. The totally enclosed glass globe is dust proof assuring low maintenance cost. The Amolier with its superior design and construction makes for better lighting results.

AMOLIER ADVANTAGES

1. Totally enclosed glass globe diffuses the light over a wide area with maximum upward reflection.
2. Metal deflector screens the light source.
3. Low visible surface brightness.
4. The bowl has a soft luminous effect when lighted.
5. Dust proof assuring low maintenance cost.
6. Beautiful and dignified with its smart simplicity of design.

Amolier Affords the Utmost in Efficient Illumination

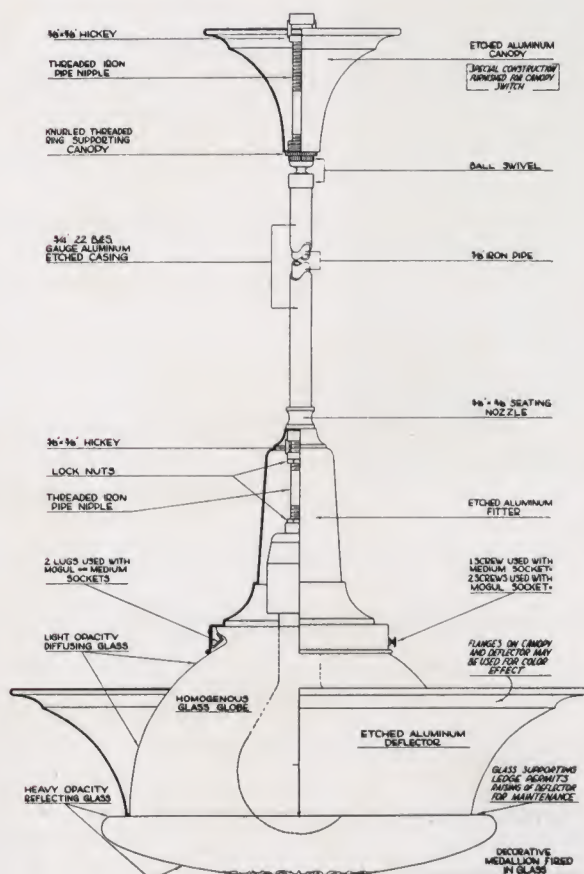
PLUS REFINEMENT IN DESIGN

The value of Amolier is apparent whether lighted or unlighted, due to its special construction, refinement of detail and unusual design. This lighting creation makes a distinct contribution to the development of the lighting art.

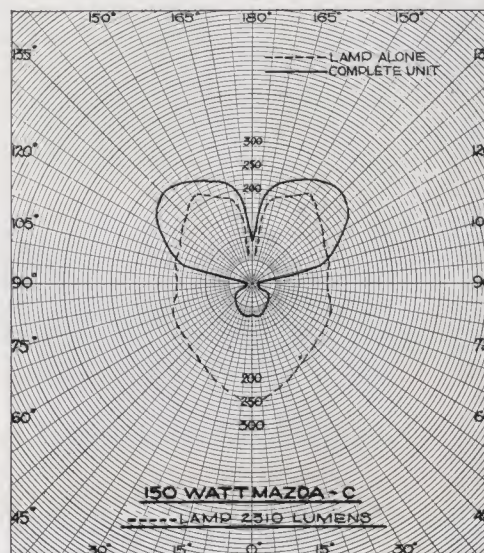


Plain Ceiling Type Cat. No. 6156
For Decorated Glass Add J317 to Cat. No.

Because of the wide angle of light distribution, Amolier is adaptable for low mounting heights.



Assembly Chart



Characteristic Curve

AMOLIER DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Close Ceiling Catalog No.	Length Overall	Diameter Bowl	Glass Size	Type Socket	Wattage
6150	6151	36"	6156	15"	15 1/2"	9" x 4"	Medium	150W
6200	6201	36"	6206	18"	18"	12" x 5"	Medium	200W
6250	6251	40"	6256	18"	18"	12" x 6"	Mogul	300W
6300	6301	48"	6306	24"	22"	14" x 6"	Mogul	500W

Above catalog numbers are for fixtures complete with plain glass.
When decorated glass is desired, add J-317 to catalog number listed.
Finish: Silvertint.
Optional Finish: Royal Bronze.

The REGENT ROYALIST

*A Shallow Bowl Design with the Proper Blend of
Dash and Dignity*



No. 1760

Here is a semi-indirect lighting creation that imparts that appealing smartness to good lighting. Its simplicity of design with that dashing sway of contour makes the REGENT ROYALIST a superbly pleasing light source. Maximum upward reflection of light over a wide area is obtained through its special shallow bowl design. Heavy density Denax glass in the lower section adds a soft luminosity enhanced by an attractive embossed decoration in the glass. It's an effective light source . . . delightfully decorative.

REGENT ROYALIST DATA

No. 1760
No. 1760S
No. 1760C
Standard Finish: Silvertint.

Chain Pendant
Swivel Stem Pendant
Close Ceiling Type

22" Dia. — 36" O. A.
22" Dia. — 36" O. A.
22" Dia. — 19" O. A.

300-500W
300-500W
300-500W

The COMMANDER

HIGHEST EFFICIENCY

Semi-Indirect Lighting

The Commander, with the highly efficient Art Metal Denax glass bowl reflector, produces semi-indirect lighting of unusual quality and distribution, yielding an exceptionally high degree of light output with very low surface brightness.

Due to the shape and structure of this semi-indirect unit, maximum upward reflection of light is provided, with a small percentage of diffused light downward. When lighted the color of the glass is just off white.

The semi-indirect function of the Commander properly diffuses and evenly spreads the light . . . it is the utmost in semi-indirect illumination.

Plenty of light properly controlled and diffused to ease the task of seeing . . . simple, low cost maintenance . . . beauty of design and fineness of construction make the Commander a



No. 1664

semi-indirect lighting creation that meets the demand for highly efficient, dignified illumination. Our photometric analysis on request or make your own tests.

COMMANDER DATA

Chain Pendant Cat. No.	Swivel Stem Cat. No.	Length Overall	Ceiling Type Cat. No.	Length Overall	Diameter Bowl	Type Sockets	Wattage
1664	1665	38"	1666	16½"	18"	Mogul	300- 500W
1667	1668	38"			22"	Mogul	750-1500W

Finish: Silvertint.

The REGENT CLASSIC

Sparkling with beauty through the play of light and shadows uniting in harmonious array on the surface of this light source . . . Regent Classic affords most efficient semi-indirect illumination with its embossed heavy density Denax glass bottom plate.



No. 5527 Unlighted

The REGENT MAYFAIR

The Regent Mayfair is a shallow bowl design that expresses new streamline beauty and affords effective semi-indirect illumination.

A truly regal touch is added by the crowning halo-like louvre that reflects a subtle luminous light. The glass bottom plate is heavy density denax with a pleasing embossed design.



No. M 1420

REGENT CLASSIC DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Ceiling Type Catalog No.	Length Overall	Diameter Bowl	Type Socket	Wattage
5514	5524	37"	5534	15½"	14"	Medium	100-200W
5517	5527	37"	5537	16"	17"	Mogul	300-500W
5522	5532	39"	5542	16½"	22"	Mogul	750-1000W

Finish: Silvertint.

REGENT MAYFAIR DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Diameter Bowl	Length Overall	Type Sockets	Maximum Wattage
M-1420	M-1421	15½"	36"	2—Medium	300W
M-1420-2	M-1421-2	20"	38"	2—Medium	400W

Close Ceiling Type: May be had by merely eliminating the chain.

Finishes: Silvertint, Goldtint.

The REGENT STANDARD

AFFORDS EFFICIENT SEMI-INDIRECT ILLUMINATION

with Extreme Smartness

The Regent is a modern fixture that yields artistic and effective illumination . . . the standard of lighting necessary. Maximum upward reflection for effective semi-indirect illumination is obtained by the upper metal louvre and

the heavy density Denax glass in the lower section. A pleasing decoration is embossed in the glass. The rich diffused flow of light serves to accentuate the lines of beauty in the fixture which adds a decorative charm.



No. 928



No. D 918 S

REGENT STANDARD DATA

Chain Pendant Catalog No.	Swivel Stem Catalog No.	Length Overall	Ceiling Type Catalog No.	Length Overall	Diameter Bowl	Type Socket	Wattage
912	922	36"	932	13"	13 1/2"	Medium	200W
915	925	36"	935	16"	15"	Mogul	300W
D-915-S	D-925-S	36"	D-935-S	16"	15"	Mogul	300W
918	928	36"	938	17"	18"	Mogul	300-500W
D-918-S	D-928-S	36"	D-938-S	17"	18"	Mogul	300-500-W
914	924	42"			24"	Mogul	750-1000W
D-914-S	D-924-S	42"			24"	Mogul	750-1000-W

Finish: Silvertint.

Note: "D-S" denotes Ornamental Type

See Page 25 for Art Metal Denax Glass Reflector Equipment

The **AMBASSADOR**

QUIET DIGNIFIED BEAUTY *through* *Smart Simplicity of Design* . . .

This distinctively designed shallow bowl Luminaire meets the demand for dignified individuality. It emanates a richness of tone and quiet beauty that will lend an atmosphere of smartness to any scheme of decoration. A

double thickness flashed opal glass plate in the bottom yields smooth semi-indirect illumination. The illustration at the right shows the new star motif . . . a vogue that is increasing in popularity.



No. 916



No. S 916 C

AMBASSADOR DATA

Chain Pendant	Swivel Stem	Diameter	Length	Type	Maximum
Catalog No.	Catalog No.	Bowl	Overall	Sockets	Wattage
916-C	916	17"	30"	4—Medium	300W
S-916-C	S-916	17"	30"	4—Medium	300W

Close Ceiling Type: May be had by merely eliminating the chain.

Finishes: Silvertint, Goldtint.

Note: "S" denotes glass star decoration.

The EQUALITE

A Light Source of Balanced Design with Equalized Light Distribution



No. 1732

Truly semi-indirect in character . . . efficient in performance and styled in the modern manner, the EQUALITE is a luminous bowl semi-indirect light source, particularly adaptable to installations where a large percentage of downward illumination is desired.

The Monax glass in the bottom of the EQUALITE completely diffuses this downward illumination and allows an almost equal up and down output from this single light source.

In either of its beautiful finishes, the EQUALITE excellently fits into any decorative scheme and produces a high quality of illumination.

EQUALITE DATA

No. 1732
No. 1732S
No. 1732C
Standard Finish: Silvertint.

Chain Pendant
Swivel Stem Pendant
Close Ceiling Style

18" Dia. — 36" O. A.
18" Dia. — 36" O. A.
18" Dia. — 18¼" O. A.

300-500W
300-500W
300-500W

DESIRABLE INTENSITY OF ILLUMINATION FOR VARIOUS PURPOSES

	Foot-Candles
Schools:	
Auditoriums and Lecture Halls.....	10
Libraries and Study Rooms.....	20
Class Rooms.....	20
Drafting Rooms.....	35—50
Sewing Rooms.....	35—50
Manufacturing:	
Operations requiring close vision.....	50—100

	Foot-Candles
Barber Shops.....	20
Offices:	
General Clerical Work.....	20
Drafting.....	35—50
Stores:	
Light Merchandise.....	20
Dark Merchandise.....	50—100

TABLE OF LAMP SIZE AND OUTLET SPACING FOR SEMI-INDIRECT FIXTURES

TABLE OF LAMP SIZE AND OUTLET SPACING FOR INDIRECT FIXTURES

Area per outlet or approximate spacing	Conditions factor	Average foot-candles					Area per outlet or approximate spacing	Conditions factor	Average foot-candles				
		100-watt	150-watt	200-watt	300-watt	500-watt			150-watt	200-watt	300-watt	500-watt	1000-watt
55 to 65 sq. ft. or 7½x7½-ft. spacing	Favorable Average Unfavorable	7-9 5-6 3-4	10-14 7-10 4-6	15-22 11-15 7-9			55 to 65 sq. ft. or 7½x7½-ft. spacing	Favorable Average Unfavorable	6-10 4-6 3-4	9-14 5-9 4-5	15-24 9-15 7-9	27-43 16-27 13-16	
65 to 75 sq. ft. or 8½x8½-ft. spacing	Favorable Average Unfavorable	6-7 4.5-5.0 2.5-3.0	9-13 6-9 4-6	13-19 9-13 6.5-8.0			65 to 75 sq. ft. or 8½x8½-ft. spacing	Favorable Average Unfavorable	5-8 3-5 2.5-3.0	7-12 5-7 3-5	13-20 8-13 6-8	23-35 14-23 11-14	
75 to 85 sq. ft. or 9x9-ft. spacing	Favorable Average Unfavorable	5-6 4.0-4.5 2.5-3.0	8-11 5-8 3.5-5.0	11-17 8-11 6-7			75 to 85 sq. ft. or 9x9-ft. spacing	Favorable Average Unfavorable	5-7 3-5 2-3	7-11 4-7 3-4	11-18 7-11 5-7	19-32 13-19 9-13	
85 to 95 sq. ft. or 9½x9½-ft. spacing	Favorable Average Unfavorable	4.0-5.5 3.5-4.0 2.0-2.5	7-10 5-7 3-4	10-14 7-9 5-6	17-24 11-17 7-11		85 to 95 sq. ft. or 9½x9½-ft. spacing	Favorable Average Unfavorable	4-6 2.5-4.0 2.0-2.5	5-9 3.5-5.0 3.0-3.5	10-14 7-10 5-6	18-25 13-18 9-11	
95 to 110 sq. ft. or 10x10-ft. spacing	Favorable Average Unfavorable	3.5-5.0 3.0-3.5 1.5-2.0	6-9 4-6 2.5-4.0	9-12 6-8 4.5-5.0	15-21 9-15 6-9		95 to 110 sq. ft. or 10x10-ft. spacing	Favorable Average Unfavorable	3.5-5.0 2.0-3.5 1.5-2.5	5-8 3-5 2.5-3.0	9-14 5-9 4-5	16-25 10-16 7-10	
110 to 125 sq. ft. or 11x11-ft. spacing	Favorable Average Unfavorable	3-4 2.5-3.0 1.5-2.0	5-7 4.5-5.0 2.5-3.0	8-11 5.5-7.0 4.0-4.5	13-19 8-13 6-8		110 to 125 sq. ft. or 11x11-ft. spacing	Favorable Average Unfavorable	3-5 2-3 1.5-2.0	4-7 2.5-4.0 2.0-2.5	7-12 4-7 3.5-4.0	14-22 8-14 6-8	31-50 18-31 13-18
125 to 145 sq. ft. or 11½x11½-ft. spacing	Favorable Average Unfavorable	2.5-3.5 2.0-2.5 1.0-1.5	5-6 3.5-4.5 2-3	7-9 5-6 3.5-4.0	11-16 7-11 5-7		125 to 145 sq. ft. or 11½x11½-ft. spacing	Favorable Average Unfavorable	2.5-4.0 1.5-2.5 1.0-1.5	3.5-5.0 2.0-3.5 1.5-2.5	6-10 4-6 3-4	11-18 7-11 5-7	25-40 16-25 11-16
145 to 170 sq. ft. or 12½x12½-ft. spacing	Favorable Average Unfavorable	2-3 1.5-2.0 0.5-1.0	3.5-5.0 3.0-3.5 1.5-2.5	6-8 4.5-5.0 3.0-3.5	9-14 6-9 4-6	17-25 11-17 7-11	145 to 170 sq. ft. or 12½x12½-ft. spacing	Favorable Average Unfavorable	2.5-3.5 1.5-2.0 1.5-2.0	3-5 2-3 1.5-2.0	5-9 3-5 2.5-3.0	10-16 6-10 5-6	22-36 13-22 11-13
170 to 200 sq. ft. or 13½x13½-ft. spacing	Favorable Average Unfavorable	1.5-2.5 1.0-1.5 ...	4-5 2.5-3.0 1.5-2.0	5-6 4.0-4.5 2.5-3.0	8-11 5-8 3.5-5.0	14-21 9-14 6-9	170 to 200 sq. ft. or 13½x13½-ft. spacing	Favorable Average Unfavorable	2.3-4.0 1.5-2.5 1.0-1.5	5-7 3-4 2-3	8-13 5-8 4-5	18-29 11-18 9-11	
200 to 230 sq. ft. or 14¼x14¼-ft. spacing	Favorable Average Unfavorable		3-4 2.0-2.5 1.0-1.5	4-5 3.5-4.0 2.0-2.5	7-10 4-7 3-4	12-18 8-12 5-8	200 to 230 sq. ft. or 14¼x14¼-ft. spacing	Favorable Average Unfavorable		2.5-3.0 2.5-4.0 2.0-2.5	4-6 4-7 3.5-4.0	7-11 9-16 8-9	16-25 9-16 8-9
230 to 260 sq. ft. or 15½x15½-ft. spacing	Favorable Average Unfavorable		2.5-3.5 1.5-2.0 1.0-1.5	3.5-4.0 3.0-3.5 1.5-2.0	6-9 3.5-6.0 2.0-3.5	10-14 7-10 5-7	230 to 260 sq. ft. or 15½x15½-ft. spacing	Favorable Average Unfavorable		2-3 2.0-3.5 1.5-2.0	3.5-5.0 4-6 3-4	6-10 9-13 7-9	13-22 9-13 7-9
260 to 300 sq. ft. or 16¼x16¼-ft. spacing	Favorable Average Unfavorable		2-3 1.0-1.5 ...	3-4 2.5-3.0 1.0-1.5	5-7 3-5 2.5-3.0	9-13 6-9 4-6	260 to 300 sq. ft. or 16¼x16¼-ft. spacing	Favorable Average Unfavorable		1.5-2.5 2-3 2.5-3.0	3-5 3-5 2.5-3.0	5-9 7-11 5.5-7.0	11-20 7-11 5.5-7.0
300 to 340 sq. ft. or 18x18-ft. spacing	Favorable Average Unfavorable			3-4 2.0-2.5 ...	4-6 3-4 2.5-3.0	8-10 5-8 3.5-5.0	300 to 340 sq. ft. or 18x18-ft. spacing	Favorable Average Unfavorable			2.5-4.0 1.5-2.5 2.0-2.5	5-7 3-4 4.5-5.5	11-16 7-9 4.5-5.5
340 to 390 sq. ft. or 19x19-ft. spacing	Favorable Average Unfavorable			2.5-3.0 1.5-2.0 ...	3.5-4.5 2.5-3.5 2.0-2.5	7-10 4-7 3-4	340 to 390 sq. ft. or 19x19-ft. spacing	Favorable Average Unfavorable				4-6 2.5-4.0 1.5-2.0	9-13 5.5-9.0 3.5-4.5
390 to 440 sq. ft. or 20½x20½-ft. spacing	Favorable Average Unfavorable			2.0-2.5 1.0-1.5 ...	3-5 2.0-3.5 1.5-2.0	6-9 4-6 3-4	390 to 440 sq. ft. or 20½x20½-ft. spacing	Favorable Average Unfavorable				3.5-5.0 2.0-3.5 1.0-1.5	8-11 4.5-8.0 2.0-3.5
440 to 500 sq. ft. or 21¼x21¼-ft. spacing	Favorable Average Unfavorable			1.5-2.5 ...	3-4 2-3 ...	5-8 3-5 2.5-3.0	440 to 500 sq. ft. or 21¼x21¼-ft. spacing	Favorable Average Unfavorable				3-5 2-3 1.0-2.5	7-11 4.5-7.0 1.0-2.5

Ordinarily units may be mounted using fixture length equal to one-fourth the ceiling height.

HEIGHT AND SPACING DATA FOR INDIRECT AND SEMI-INDIRECT FIXTURES

Ceiling Height Feet	Spacing Between Outlets	Spacing from Walls	Overall Length of Unit	Ceiling Height Feet	Spacing Between Outlets	Spacing from Walls	Overall Length of Unit
8	7	3	2	14	10-13	6½	3¾
9	8	3½	2¼	15	10-13	7	4
10	9	4	2½	16	10-13	8	4
11	10	4½	2¾	18	10-20	9	5
12	10-12	5	3¼	20	18-24	10	5
13	10-12	6	3½				

Art Metal Denax Glass Reflector Makes Possible

EXCEPTIONALLY HIGH LIGHTING EFFICIENCIES

The new Denax glass reflector has been designed for the utmost efficiency, in that the shape and structure provide maximum upward reflection of light. Denax reflectors are made of a highly reflecting solid-opal glass, whose special reflecting properties are developed by a patented heat-treatment process in the course of manufacture, an innovation in the art of glass making. The light reflected by Denax Reflectors is highly diffused, thus eliminating streaky and mottled appearances such as may result from more specularly reflecting materials. The surface of Denax is smooth and is easily cleaned. Being a one-piece heavy density glass reflector with smooth, even surfaces it will never deteriorate or lose its high reflecting qualities.

The use of this Denax reflector will indeed step up light efficiencies, but words here cannot express its full value. We offer you the opportunity for comparative testing. Efficiency test charts will be gladly furnished.



The Art Metal Denax Glass Reflector.

Muralier Color Filters Can Be Used

Without the need for holes, the Denax reflector allows just enough light to pass through to illuminate the bowl and permit the use of Color Filters in the Muralier fixtures listed below.



This shows how easily the Denax reflector can be inserted or removed.

DATA FOR LINES OF FIXTURES OBTAINABLE COMPLETE WITH DENAX REFLECTOR

Note: When Denax reflector is desired, complete units must be ordered by the following catalog numbers*

MURALIER STANDARD WITH DENAX REFLECTOR

Chain Pend.	Swivel Stem	Length	Ceiling Type	Length	Diameter	Type	
Cat. No.	Cat. No.	Overall	Cat. No.	Overall	Bowl	Socket	Wattage
8015R	8025R	42"	M8315R	21 1/2"	15"	Mogul	300W
8018R	8028R	42"	M8318R	24 1/2"	18"	Mogul	300- 500W
8024R	8034R	42"			24"	Mogul	750-1000W

MURALIER ROYAL WITH DENAX REFLECTOR

1428R	1428SR	42"	1428CR	18"	15"	Mogul	300W
1429R	1429SR	42"	1429CR	21"	18"	Mogul	300- 500W
1430R	1430SR	42"			24"	Mogul	750-1000W

REGENT STANDARD WITH DENAX REFLECTOR

915R	925R	36"	935R	16"	15"	Mogul	300W
D915SR	D925SR	36"	D935SR	16"	15"	Mogul	300W
918R	928R	36"	938R	17"	18"	Mogul	300- 500W
D918SR	D928SR	36"	D938SR	17"	18"	Mogul	300- 500W
914R	924R	42"			24"	Mogul	750-1000W
D914SR	D924SR	42"			24"	Mogul	750-1000W

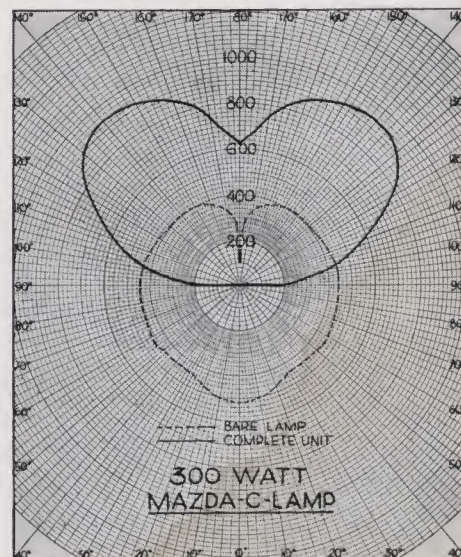
EMBASSY WITH DENAX REFLECTOR

1432R	1432SR	42"	1432CR	16 1/2"	15"	Mogul	300W
1433R	1433SR	42"	1433CR	17 1/2"	18"	Mogul	300- 500W
1434R	1434SR	42"			24"	Mogul	750-1000W

DIPLOMAT WITH DENAX REFLECTOR

1483R	1483SR	38"			13 3/4"	Mogul	300- 500W
1484R	1484SR	38"			17 7/8"	Mogul	750-1000W

*Due to a difference in construction, Denax reflectors can be used **only** in fixtures listed under the above catalog numbers.



Characteristic curve of fixtures complete with Denax Reflector

THE MERCURLITE *Enables Details to be Seen Quickly and Accurately Without Eye Fatigue*



A typical installation of MercuryLite equipment, showing in part the 286 units installed.

● New in the field of illumination the MercuryLite produces a whiter light than ever before obtainable . . . the nearest approach to daylight. Being totally indirect there are no harsh shadows or glare. Having the proper quality and intensity of light output, this new light source materially reduces eye fatigue . . . making it highly desirable for lighting in the commercial and industrial world.

The color quality of the light produced by MercuryLite is the nearest approach to "daylight whiteness" because equal lumens of Mercury Vapor light which contain green, blue and yellow color rays are mixed with equal lumens of Mazda light which is a continuous spectrum rich in red, producing a synthetic white.

MercuryLite is by no means a "color matching" light source, but, because of the quality of light and the high lumen output, the MercuryLite is the finest artificial lighting obtainable.

In operation the Mercury Lamp has a high lumen output . . . the 250 W. is equivalent to approximately 450 watts of Mazda and the 400 W. is equivalent to 750 watts of Mazda. The cost of operation is approximately half the cost of operating Mazda Lamps of the same lumen output.

Practically unrestricted in application, the MercuryLite blazes the way to even greater support of the new science of seeing for the preservation of human eyesight. Good vision is in line for more years of enjoyment through the medium of this new MercuryLite.

Suggested uses are Display Rooms, Department Stores, Offices, Drafting Rooms, Art Galleries, Hotel Lobbies, Auditoriums, Gymnasiums, etc., in fact any place where the finest quality of artificial illumination is desired.



No. 9000

The MercuryLite combines the use of the 400 W. H. I. Mercury Vapor Lamp and Mazda Lamps. Illustration shows Transformer or Reactor mounted in Canopy, or it may be had with a regular Canopy, which means auxiliary equipment is mounted elsewhere.



Cat. No. 9004

Luminous Bowl MercuryLite combines the use of 250 W. H. I. Mercury Vapor Lamp and Mazda Lamps.

Illustration shows fixture with regular canopy. The Transformer or Reactor is installed away from the fixture in either a wall or ceiling, or it may be had with auxiliary equipment mounted in Canopy.

DATA

MercuryLite is furnished in two ways, Cat. No. 9000 showing Auxiliary equipment in the form of transformer or reactor units mounted in special canopy for assembly to ceiling outlets, making installation complete at point of assembly.

Cat. No. 9004 is furnished with an ordinary small canopy. The auxiliary equipment is mounted at a central point in a wall or column.

MercuryLite equipment is furnished wired complete for both 250 W. and 400 W. H. I. Mercury Vapor

Lamps. The 28" Dia. incorporates 1—400 W. Mercury Vapor Lamp and 4—200 W. Mazda Lamps. The 21½" Dia. incorporates 1—250 W. Mercury Vapor Lamp and 2—200 W. Mazda Lamps. NO LAMPS FURNISHED.

A specifically designed transformer for 110 volt, 60 cycle circuit or a reactor for 220 volt, 60 cycle circuit, are the auxiliary units furnished complete with wiring diagrams. Kindly observe data below, selecting catalog number of correct line voltage and assembly.

Cat No.	Auxiliary Equipment Mounting	Diameter	Length Overall	Mazda Wattage	H. I. Mercury Wattage	Auxiliary Equipment
9000	Canopy	28"	48	4—200W	400W	110 V 60 Cycle Transformer
9001	Canopy	28"	48	4—200W	400W	220 V 60 Cycle Reactor
9002	Wall	28"	48	4—200W	400W	110 V 60 Cycle Transformer
9003	Wall	28"	48	4—200W	400W	220 V 60 Cycle Reactor
9004	Wall	21½"	38	2—200W	250W	110 V 60 Cycle Transformer
9005	Wall	21½"	38	2—200W	250W	220 V 60 Cycle Transformer
9006	Canopy	21½"	38	2—200W	250W	110 V 60 Cycle Transformer
9007	Canopy	21½"	38	2—200W	250W	220 V 60 Cycle Transformer

Standard Finish: Silvertint.

This equipment operates only on A. C. current.

The Hale Unit Solves the Store Lighting Problem

. . . **WHERE DIRECT LIGHTING IS DESIRED**



PATENTED

● The Hale unit was designed and patented by a department store owner to give quantity illumination for effectively lighting merchandise.

The fact that the Hale unit concentrates 85% of the light down in the merchandise area and 15% upward for general illumination solves the store lighting problem economically, and decidedly increases buying appeal.

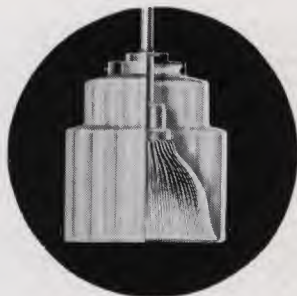
This scientific control of light is due to special design and construction. The exterior

light diffusing opal glass makes for pleasant general illumination and the inner prismatic reflector provides the efficient, direct illumination.

The decorative appearance of the unit as a whole with the subtle lines of the hanger and the modern glass definitely makes a Hale unit installation an asset to any interior . . . both in decoration and efficient, low cost operation.

The Hale unit solves the store lighting problem . . . where Direct Lighting is desired.

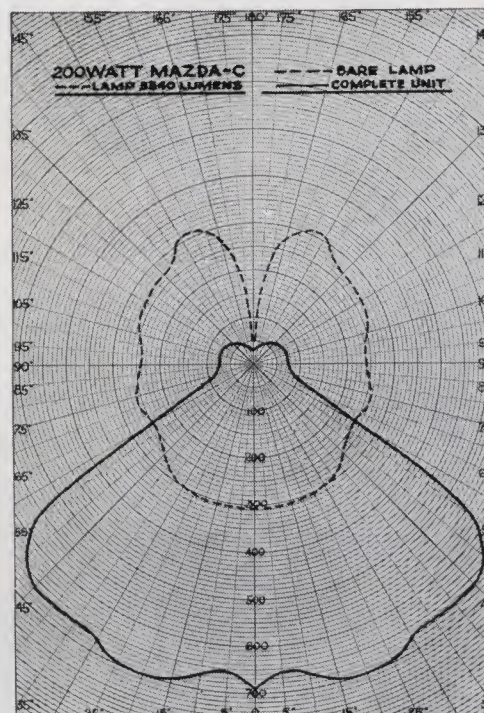
IT'S EFFICIENT • ATTRACTIVE • ECONOMICAL



The above illustration shows the construction of the Hale Unit. The outer glass globe, which is a highly diffusing glass, rests on a stationary and correctly positioned support. This glass has a standard 5" fitter for the 200 W. size and 6" fitter for the 300 W. size. It can easily be raised from its support for maintenance.

The inner prismatic glass reflector is held in position with a standard $3\frac{1}{4}$ " fitter for both 200 W. and 300 W. size units.

The position of the glass support is determined by the focal position of the Mazda Lamp and is made rigid in the construction of the fixture to prevent any variance in the focal position — thus always assuring correct operation.



CHARACTERISTIC CURVE

HALE UNIT DATA

Listings are for Complete Units Including Prismatic Reflectors

Cat. No.	Type	Length Overall	Wired	Wattage
1658	Chain Pend.	36"	Medium	200
1659	Chain Pend.	36"	Mogul	300
1660	Swivel Stem Pend.	36"	Medium	200
1661	Swivel Stem Pend.	36"	Mogul	300
1662	Ceiling Type	16"	Medium	200
1663	Ceiling Type	20"	Mogul	300

Standard Finish: Statuary Bronze.

200 W. HALE UNIT

Outside glass 5" fitter, $12\frac{1}{2}$ " O. A., Maximum Diameter 11".

Inner reflector $3\frac{1}{4}$ " fitter, $7\frac{3}{8}$ " O. A., Maximum Diameter $9\frac{3}{4}$ ".

300 W. HALE UNIT

Outside glass 6" fitter, 16" O. A., Maximum Diameter $14\frac{1}{2}$ ".

Inner reflector $3\frac{1}{4}$ " fitter, $8\frac{1}{2}$ " O. A., Maximum Diameter 12".



These Gym Units are ruggedly constructed to withstand all the abuse that might be subjected to a fixture of this kind. The glass used is Monax of a high efficiency.

The fixture is made of 20 Gauge Brass excepting the guard which is steel and electric welded at all joints. The guard is held in position with four U straps making it unnecessary to take wing nuts entirely off—merely turn the wing nuts and slide U strap off the guard, the chain being provided to hold the guard while relamping or cleaning.

Reflector plate is furnished, which in its aluminized finish allows for the greatest efficiency. Cross straps are welded in position for easy mounting.

Catalog Number	Size	Canopy Diameter	Overall Depth	Glass Size
1012	150-200 Watt	17½"	14"	12x5
1016	300-500 Watt	21"	17½"	16x6

Safety Fitters or One Screw Semi-Safety Furnished Please Specify

Standard Finish: Statuary Bronze



SHALLOW BAND

No. 1738—Glass 8" x 2½", Band 8½" Dia., 2 Soc., 2-40W.
No. 1739—Glass 10" x 3", Band 10½" Dia., 2 Soc. 2-100W.
Finish: Band Polished Chromtint, Glass White



No. 200—Gas bracket

Extends 8".
Furnished 5½" extension when specified.
Canopy, 5¼" diam.
Made of 22 gauge brass.
Complete with ¾" coupling ¾" x 5" iron pipe covered with ¾" x 22 gauge brass casing—¾" x ½" Gas Key—½" pillar—deflector pan and aluminum tip.
Standard finish: Statuary Bronze.

No. 203-204-205

No. 203—2¼" Fitter, 4½" white glass shade.
No. 204—2¼" Fitter, 6" white glass shade.
No. 205—2¼" Fitter, 7" white glass shade.
The above: All wired complete.
Canopies, 5¼" diam.
Made of 22 gauge brass.
Standard finish: Statuary Bronze.
Optional Finishes: Pewter and Brushed Brass.

No. 201-202

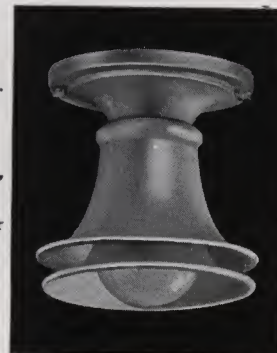
Vaporproof Unit

No. 201—60-watt unit—9¼" deep—7½" diam.
Canopy—Wired complete.
No. 202—Same as above except—150-watt unit—11¼" deep—8" diam. Canopy.
Standard finishes: Copper, Black, White, with clear glass jar.



HINGED BAND
No. 216-217-218

No. 216—Complete with white glass. Canopy, 14" diam. Fitter, 12" diam. Over all complete with glass, 5" deep. Wired two sockets, reflector plate and cross bar. Made of 22 gauge brass.
No. 217—Same as above except Canopy, 12" diam. Fitter, 10" diam. Over all complete with glass, 4¼" deep.
No. 218—Same as No. 216 except Canopy 16" diam. Fitter 14" diam. Over all, complete with glass, 6¼" deep. Made of 20 gauge brass.
Standard finish: Statuary Bronze.



No. 8083 5½" Dia. 5½" O.A. 60W
Finishes: Silvertint or Ivory.



Cat. No. 700—Flush Type Guarded
Cat No. 115—Surface Type Guarded



Cat. No. 736—Flush Type Cast Front
Cat. No. 746—Surface Type Cast Front Hinged
Cat. No. 726—Surface Type Plain Hinged



Cat. No. 722—Flush Type Plain
Cat. No. 117—Surface Type Plain

Boxes Have Knockouts For $\frac{1}{2}$ " Conduit.

GLASS: Standard—Red Letters on Opal Glass. Optional—White Letters on Red, Green or Black Background. Green or Black Letters on White background.

FINISH: Standard—Black.

Flush Types—Fronts Attached With 4 Screws

Size Letters	Guarded Front	Plain Front	Cast Front
	With Box	With Box	With Box
5"	700-5	722-5	736-5
6"	700-6	722-6	736-6

Surface Types

Size Letters	Single Face	Single Face	Single Face	Single Face
5"	115-5	117-5	746-5	726-5
6"	115-6	117-6	746-6	726-6

Flush Types

Schedule of Sizes

Surface Types

Cat. No.	Overall		Insert Box	
	5"	6"	5"	6"
700-722-736	14x8x3	14x9 $\frac{3}{4}$ x3	12 $\frac{1}{2}$ x6 $\frac{1}{2}$ x3	12 $\frac{1}{2}$ x8 $\frac{1}{4}$ x3

115-117	12x6x3	12x7 $\frac{3}{4}$ x3
726	13x7x3	13x8 $\frac{3}{4}$ x3
746	14x8 $\frac{1}{2}$ x3 $\frac{1}{2}$	14 $\frac{1}{2}$ x9 $\frac{1}{8}$ x3 $\frac{1}{2}$

No. 210

Ceiling exit, 4" red lettering on two sides. Canopy 7 $\frac{1}{2}$ " diam. 8 $\frac{3}{4}$ " deep over all. Wired complete with strap, screws and knurled nuts. Standard finish: Statuary Bronze.

No. 209

Exit bracket, 4" red lettering on two sides. Canopy 7 $\frac{1}{2}$ " diam. Extends 8 $\frac{3}{4}$ " over all. Wired complete with strap, screws and knurled nuts. Standard finish: Statuary Bronze.



No. 210

No. 209



SQUARE SOFFIT

SQUARE SOFFIT

Hinged fronts.

Front finish SATIN NICKEL.

No.	Lights	Face Size	Insert Size	Insert Depth
1504	1	8" Sq.	7 $\frac{1}{4}$ " Sq.	4"
1505	2	10" Sq.	9 $\frac{1}{4}$ " Sq.	5"
1506	2	12" Sq.	11 $\frac{1}{4}$ " Sq.	5"

ROUND SOFFIT

Front screws on.

Front finish SATIN NICKEL.

No.	Lights	Face Size	Insert Size	Insert Depth
1501	1	9" dia.	7 $\frac{1}{4}$ " dia.	4"
1502	2	11" dia.	9 $\frac{1}{4}$ " dia.	5"
1503	2	13" dia.	11 $\frac{1}{4}$ " dia.	5"



ROUND SOFFIT

AMCO ILLUMINATOR

Economical Lighting . . . Properly Controlled



No. 410
Patented

The Amco Illuminator furnishes in a single unit, light for both local illumination over a concentrated area and general illumination over a wide area. It provides its own ceiling for reflection thus giving efficient, uniform diffusion and glareless illumination. It alone gives free and unobstructed benefit of all the light from the Mazda lamp, properly controlled and distributed. Amco Illuminators eliminate eye fatigue and strain, benefiting the health of employees and increasing work output.

MECHANICAL. The Amco Illuminator is a two-section, one-piece, large reflector having a lower section shaped to reflect and redirect light rays emitted by the lamp. A one-piece secondary reflector is supported therefrom by three adjustable rods.

LIGHTING. The light rays from the lamp in the upper field are diffused as general illumination by the upper reflector. Lower rays are projected to the working plane by the smaller bowl reflector. Upward and downward light combine to form uniform lighting.

PERFORMANCE. As a benefit to vision, the Amco Illuminator delivers to the working plane the greatest possible percentage of the lamp output without dangerous glare. It's easy to install and ready access to the lamp for replacement assures a low cost maintenance.

MATERIAL AND FINISH. The Amco Illuminator is entirely made of heavy gauge aluminum. This aluminum is deeply oxidized to give the highest possible reflectivity, yet the surface brightness is extremely low. This carefully processed metallic finish completely prevents surface chipping, cracking or discoloring.

STANDARD FINISH:Oxidized Aluminum

Reflector Only	Cat. No.	Diam.	Heel Dia.	Lamp
Furnished Standard	300	12"	2 1/4"	100
Heel No Holder or Socket.	301	14"	3 1/4"	200
	302	17"	3 1/4"	300-500

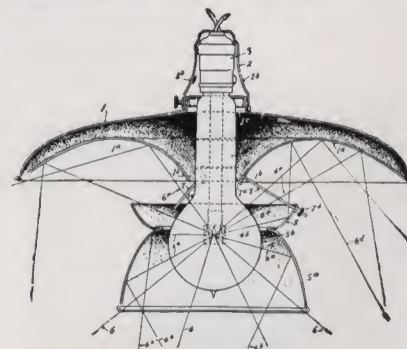
Reflector	Cat. No.	Diam.	Holder	Lamp	Socket
Furnished Wired with	303	12"	2 1/4"	100	Medium
Holder and Socket for	304	14"	3 1/4"	200	Medium
Conduit Mounting.	305	17"	3 1/4"	300-500	Mogul

Reflector	Cat. No.	Diam.	Lamp	Socket
Furnished Wired with	406	12"	100	Medium
Swivel Outlet Box Cover	407	14"	200	Medium
for Close Mounting.	408	17"	300-500	Mogul

Swivel Stem Pendant Type	Cat. No.	Diam.	Holder	Lamp	L. O.	Socket
Furnished with Canopy,	409	12"	2 1/4"	100	36"	Medium
Swivel, 5/8" Stem, Holder	410	14"	3 1/4"	200	36"	Medium
and Reflector, Wired Complete	411	17"	3 1/4"	300-500	36"	Mogul

APPLICATIONS

General Shop Lighting, Assembly Rooms, Assembly Lines, Machinery Rooms, Corridors, Hallways, Stock Rooms, Stock Bins, Shipping Rooms, Shipping Platforms, Freight Elevators, Individual Machines, etc.



Cross Section View

This illustration indicates the method of light control and distribution as effected by the dual reflector construction of the Amco Illuminator.

A Few Representative Companies* Where Art Metal Lighting Creations are Supplying Fine, Attractive Illumination

Archer Daniels Midland Company, St. Paul, Minn.
Archer Daniels Midland Company, Minneapolis, Minn.
Aulsbrook Company, Detroit, Mich.
Walter Baker Chocolate Mills, Milton, Mass.
Baldwin Piano Company, Pittsburgh, Pa.
Belmont Hospital, Worcester, Mass.
Bendix Corporation, South Bend, Ind.
Biggs Memorial Hospital, Ithaca, N. Y.
Church of Christ, Fort Wayne, Ind.
Chrysler Motors (Air Temp. Division), Des Moines, Ia.
Chrysler Corporation, (De Soto Division), Detroit, Mich.
Colonnade Company, New York and others
Columbia National Life Insurance Co., Boston, Mass.
Columbia School, Hammond, Ind.
Commodore Perry Hotel (Private Suites), Toledo, Ohio
Consolidated Laundries, Brooklyn, N. Y.
Detroit City Schools, Detroit, Mich.
Andrew Dutton Company, Boston, Mass.
Eastman Kodak Company, Rochester, N. Y.
E. W. Edwards & Sons, Syracuse, N. Y.
Elks Club, Tonawanda, N. Y.
Engineers Club, Boston, Mass.
Fairfax Hotel, Buffalo, N. Y.
Farmers & Mechanics Savings Bank, Minneapolis, Minn.
F. W. Fitch Company, Des Moines, Ia.
Fleming Building, Des Moines, Ia.
Flynn Building, Des Moines, Ia.
Franklin-Baker Company, Hoboken, N. J.
General Foods Building, New York City, N. Y.
General Sea Foods Company, Boston, Mass.
Genesee Building, Buffalo, N. Y.
Gilman Fanfold Company, Niagara Falls, N. Y.
Glenville Hospital, Cleveland, Ohio
Julian Goldman's Stores, Syracuse, N. Y.
Government Printing Office (Cafeteria), Washington, D. C.
Harvard College (School of Biology), Cambridge, Mass.
Hurley Machine Company, Cicero, Ill.
Insurance Building, Omaha, Nebr.
Investors Syndicate, Minneapolis, Minn.
Iowa-Des Moines National Bank Building, Des Moines, Ia.
The Johnson Store, Bradford, Pa.
Laner Furniture Company, Rochester, N. Y.
Leeman Auto Company, Denver, Col.
Libby-Owens-Ford Glass Company, Toledo, Ohio
Lifkin Stores, Easton, Pa.
Lykes Brothers Insurance Co., Tampa, Fla.
Marquette Hotel, Peoria, Ill.
Melrose Hotel, Dallas, Texas
Midland Steel Company, Detroit, Mich.
Ministers Life & Casualty Company, Minneapolis, Minn.
Minnesota National Bank, Duluth, Minn.
Monterey Hotel, Asbury Park, N. J.
National Grinding Wheel Co., North Tonawanda, N. Y.

National Tea Company, Chicago, Ill.
New England Furniture Company, Minneapolis, Minn.
New Public Works Building, Peabody, Mass.
News Building, Grand Rapids, Mich.
News Building, Saginaw, Mich.
New York State Hospitals (10), State of New York
New York State Teachers Building, Albany, N. Y.
Niagara Permanent Savings & Loan, Niagara Falls, N. Y.
Oldsmobile Company, Lansing, Mich.
Park Central Hotel, New York City, N. Y.
Paxton Hotel Coffee Shop, Omaha, Nebr.
Public Library, St. Joseph, Mo.
Purdue University, Lafayette, Ind.
Pure Oil Company, Minneapolis, Minn.
Purity Bakeries, New York City, N. Y.
Quincy Electric Light Company, Quincy, Mass.
Remington-Rand, Inc., Various Cities
Riviera Restaurant, Buffalo, N. Y.
Rundel Memorial Library, Rochester, N. Y.
Russell Miller Company, Portland, Ore.
Sage-Allen Company, Hartford, Conn.
Salem Electric Light Company, Salem, Mass.
San Jose Armory, San Jose, Cal.
Schiff Shoe Company, Columbus, Ohio
Shadbolt & Boyd Company, Milwaukee, Wisc.
Shepard Stores, Boston, Mass.
Shepard Stores, Providence, R. I.
Silver Creek Hotel, Silver Creek, N. Y.
Silverkane Restaurant, Binghamton, N. Y.
Franklin Simon Company, New York City, N. Y.
Smith Winchester Company, Jackson, Mich.
South Shore Towers, Chicago, Ill.
Southern Casket Company, San Antonio, Texas
Southern Pacific Railroad Company, San Francisco, Cal.
Sparks Theatres (8), Florida
St. Jerome Hospital, Batavia, N. Y.
Steiger's Store, Springfield, Mass.
Streuben Building, Chicago, Ill.
Swift Printing Company, St. Louis, Mo.
University Club, Pittsburgh, Pa.
University of Illinois, Urbana, Ill.
U. S. Army Post, Fort Niagara, N. Y.
U. S. National Bank, Vancouver, Wash.
Washburn-Crosby Company, Buffalo, N. Y.
Warren Allen Carpet Company, Boston, Mass.
Western Tablet & Stationery Company, St. Joseph, Mo.
Yale University (Graduate College and Payne Whitney Gym), New Haven, Conn.
Yawman & Erbe Desk Company, Boston, Mass.
Y. M. C. A., Albany, N. Y.
Y. M. C. A., Rochester, N. Y.

* Complete or partial installations.

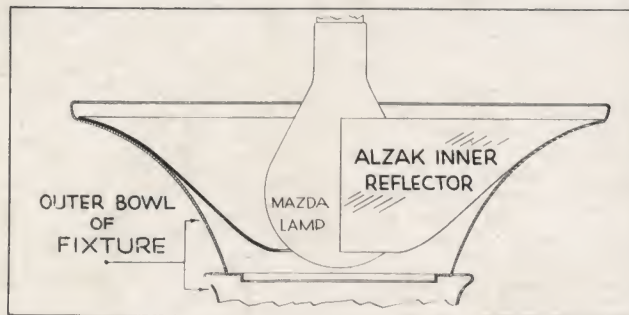
Sales Offices

Atlanta, Georgia	Henry W. Clower	36 Alabama Street
Boston, Mass.	William H. Etzell	89 Olney Street
Chicago, Illinois	Chester B. Thorsen	5951 Byron Street
Detroit, Michigan	S. O. Lane	2999 Lenox Avenue
Los Angeles, Cal.	Baker-Smith Company	728 South Hill Street
Minneapolis, Minn.	W. M. Cotie & Associates	2 Foshay Tower
New York City, N. Y.	Leo V. Hughes	118 East 28th Street
San Francisco, Cal.	Baker-Smith Company	278 Post Street
Seattle, Washington	Baker-Smith Company	403 Lowman Building

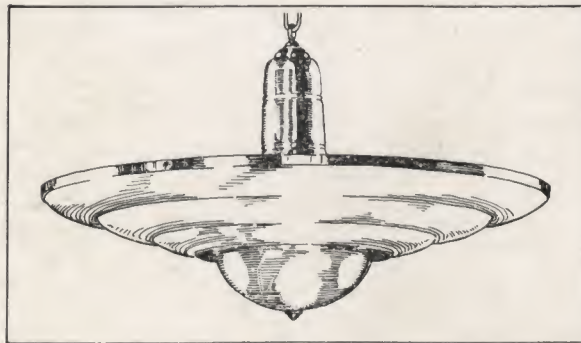
THE ART METAL COMPANY • CLEVELAND • OHIO

SCIENTIFICALLY DESIGNED ALZAK* REFLECTORS

● These reflectors allow a maximum lumen output from the light source because of their scientifically correct contours and the highly efficient Alzak prepared reflecting surface. Alzak finish is full assurance of higher reflectivity, greater durability, longer life and lower maintenance cost.



Drawing illustrates how Alzak reflector is placed in all fixtures listed below Excepting the Distributor — see illustration below.



Entire bowl of both 22" and 18" size of Distributor fixture is furnished in Alzak.

Alzak* Reflectors can be had in the following lines

MURALIER STANDARD	•	EMBASSY
MURALIER ROYAL	•	PREMIER
REGENT STANDARD	•	LOUVRLIER
REGENT ROYALIST	•	EQUALITE

**DISTRIBUTOR — Entire Bowl is Furnished in Alzak —
there is No Separate Inner Reflector.**

* Alzak is a patented process and the term has been registered by the Aluminum Company of America.

**SCIENTIFICALLY DESIGNED
ALZAK* REFLECTORS**

• These reflectors allow a maximum



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